

ORDER



KSNV

Orders

Order / Rev: 104411
 Alt Order #: 06832078
 Product Desc: HELLER FOR SENATE
 Estimate: _____
 Flight Dates: 09/12/12 - 09/18/12 Primary AE: Amy McCreary
 Original Date / Rev: 07/18/12 / 10/01/12 Sales Office: BLPHI
 Order Type: GENERAL Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact: _____ Billing Type: Cash
 Billing Contact: _____ Billing Calendar: Broadcast
3299 K St. NW Billing Cycle: EOM/EOC
Washington, DC 20007 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate *Revised*
 Demographic: A35+ New Business Thru: _____
 Product Codes: PLC01 Order Separation: 00:05:00
 Priority: SELECT PRIORITY CODE Advertiser External ID: _____
 Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	75	\$41,975.00	\$35,678.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	75	\$41,975.00	\$35,678.75	0.00
Totals	75	\$41,975.00	\$35,678.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$41,975.00
Market	100%	\$144,741.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,632.76
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,053.45
KTUD	1%	\$1,447.41
KVVU	24%	\$34,737.93
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,894.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
				M-F 5-6a WakeUp w/Wagners											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	--WTF--		3		\$185.00		0.00					

Order / Rev: 104411
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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$185.00		0.00			
E 2	KSNV	09/17/12	09/18/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$185.00		0.00			
E 3	KSNV	09/17/12	09/18/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
E 4	KSNV	09/12/12	09/14/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
E 5	KSNV	09/12/12	09/14/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$550.00		0.00			
E 6	KSNV	09/17/12	09/18/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$550.00		0.00			
E 7	KSNV	09/18/12	09/18/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	-T-----	:30	1	\$200.002		0.00	NM	0	\$0.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		M-F Today Show II 3rd Hr		9-10a	-T-----	:30		(\$200.00)		0.00	NM		
Credited [credit]															
E 8	KSNV	09/12/12	09/14/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F--					2	\$200.00		0.00			
E 9	KSNV	09/12/12	09/14/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$200.00		0.00			
E 10	KSNV	09/17/12	09/18/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$200.00		0.00			
E 11	KSNV	09/17/12	09/18/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$275.00		0.00			
E 12	KSNV	09/12/12	09/14/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			3		\$275.00	0.00					
E 13	KSNV	09/12/12	09/14/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			3		\$300.00	0.00					
E 14	KSNV	09/17/12	09/18/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----			2		\$300.00	0.00					
E 15	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$350.002		0.00	NM	2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----			2		\$350.00	0.00					
E 16	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			3		\$350.00	0.00					
E 17	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			3		\$450.00	0.00					
E 18	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----			2		\$450.00	0.00					
E 19	KSNV	09/17/12	09/18/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$725.002		0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----			4		\$725.00	0.00					
E 20	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.002		0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			6		\$725.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F Early News		5-630p	--WThF----	:30		(\$725.00)		0.00	NM		
Credited [credit]															
5	KSNV	09/10/12-09/16/12		M-F Early News		5-630p	--WThF----	:30		(\$725.00)		0.00	NM		
Credited [credit]															
E 21	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$725.002		0.00	NM	3	\$2,175.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--			3		\$725.00	0.00					
E 22	KSNV	09/17/12	09/18/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	MT-----			2		\$725.00	0.00					
E 23	KSNV	09/17/12	09/18/12		CM	7-730pm	MT-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00

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Advertiser: Heller, Dean for U.S. Senate
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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel M-F Wheel of Fortune WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MT----- 2 \$725.00 0.00															
E 24	KSNV	09/12/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$725.00 0.00															
E 25	KSNV	09/12/12	09/14/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --WTF-- 3 \$400.00 0.00															
E 26	KSNV	09/17/12	09/18/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MT----- 2 \$400.00 0.00															
E 27	KSNV	09/13/12	09/13/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$750.00 0.00															
E 28	KSNV	09/17/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$750.00 0.00															
E 29	KSNV	09/15/12	09/16/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----SS 2 \$750.00 0.00															
E 30	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S- 1 \$200.00 0.00															
E 31	KSNV	09/15/12	09/15/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S- 2 \$350.00 0.00															
E 32	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$625.00 0.00															
E 33	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
SNF <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$8,000.00 0.00															
E 34	KSNV	09/16/12	09/16/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
SPORTS NIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$200.00 0.00															

Totals 75 \$41,975.00